CONTENT MANAGEMENT
The Quest

Lissa Gay & Janis Robinson
Web Services Division
The University of Tennessee
Introduction

• Meant to be a product review
• Stymied by institutional inertia
• The dreaded 5 P’s in perspective
  – Historical
  – Current
  – Future
“University politics are so vicious precisely because the stakes are so small.”

Henry Kissinger
The Five P’s

- People
- Policies
- Priorities
- Politics
- Presidents
Plus 2

- Perceptions
- Products
How Many More?

- Power
- Process
- Persuasion
- Planning
- P?
The Historical P’s
( The Set–Up )

• System campuses separate entities, president only common authority
• No central planning/policies; competition for resources
• Staff kept things afloat by quenching fires
• Ad–hoc web development
• Multiple IT re–orgs/admin changes
The P’s Today
( The Fallout )

• Yet another reorganization coming
• Search on for CIO, web manager
• CLR’s being challenged (sometimes)
• Current web site politically “hot”—?
• WSD in place but still a group of “enthusiastic volunteers”
• Grassroots coming together
Successes

• System–wide, UT search engine
• An organized, system–wide grass roots
  – Web Forum / listserv
  – Brown bags
• Reviewed CM products & services
• Guidelines for web adverts
• Developing models for scalability & usability via new DII site
The Future P’s
( Possibilities & Recovery )

• Need to improve student recruiting may lead to integrated web, communications
• Create an “authorized” WSD
• Establish standard web process, based on 12–step web recovery model
• Web Forum input to inform the ongoing web processes, including CM
Web site references

• UT Home Page
  – www.tennessee.edu
• UTK Home Page
  – www.utk.edu
• ORIT Web Services
  – www.tennessee.edu/orit/web_services.htm
• DII Home Page
  – dii.utk.edu & fanghorn.cas.utk.edu
• UT Search Engine
  – www.utk.edu/search/
• Presentation .pdf
  – web.utk.edu/~jgrobin/cumrec2001.html
Email us

• Lissa Gay
  – gayl@utk.edu

• Janis Robinson
  – jgr@utk.edu
"You will try. And try again. And again. And you will smile. Because it's so much healthier than crying or throwing up."

Molly Ivins